In the Claims

Please amend the claims as follows:

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1.   (Currently Amended) An apparatus for customizing
television content operable to run on a computing platform
electrically coupled to a receiver which is electrically coupled to
a display device, the apparatus operable to receive supplemental
data from a supplemental data database maintained by a television
service provider, the apparatus comprising:

a television tuner/decoder operable to receive television
signals from the television service provider and decode the
received television signal;

a supplemental data extractor operable to receive supplemental
data from the television signal provider;

a profile database operable to store a viewer profile; ~~and~~

a filter module electrically coupled to said profile database
and to the supplemental data ~~database~~ extractor, said filter module
operable to access the viewer profile and the supplement data and,
in response, to select a preferred display component according to
the viewer profile and the supplemental data, the preferred display
component operable to target a particular viewer relative to other
viewers by supplementing television content; and

an overlay coupled to said television tuner/decoder to receive
the decoded television signal and to said filter module to receive
the preferred display component, said overlay operable to integrate
said decoded television signal and said preferred display component
for combined display via a display device.

2.   (Original) The apparatus of Claim 1, further comprising a
profile module operable to receive viewer demographic information
and, in response, to generate the viewer profile.

1   3.   (Original) The apparatus of Claim 2, wherein said profile
2   module is operable to provide a demographic template to the viewer
3   for receiving the viewer demographic information.

1   4.   (Original) The apparatus of Claim 1, wherein the viewer
2   profile contains demographic categories corresponding to input
3   options comprising:
4   an age option;
5   a race option;
6   a gender option;
7   a marital status option;
8   an educational level option;
9   a sexual preference option; and
10   an income level option.

1   5.   (Original) The apparatus of Claim 1, wherein the filter module
2   comprises a selection algorithm operable to select a preferred
3   display component according to the viewer profile and the
4   supplemental data.

1   6.   (Currently Amended) A method performed on a computing platform
2   that is associated with a display device and a receiver for
3   providing functionality associated with an apparatus for
4   customizing television content , the method comprising:
5   storing a viewer profile in a profile database;
6   receiving a television signal from a television signal
7   provider;
8   receiving supplemental data from a display component database;
9   accessing the viewer profile in the profile database and the
10 supplemental data; and
11   selecting a preferred display component in accordance with the
12 viewer profile and supplemental data, the preferred display

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13 component operable to target a particular viewer relative to other
14 viewers; and

15   integrating the received television signal and the preferred
16 display component for combined display to a viewer.

1 7.   (Original) The method of Claim 6, ~~further comprising~~ wherein:
2   said step of selecting a preferred display component in
3 accordance with the viewer profile and supplemental data includes
4   ~~transmitted~~ transmitting an abbreviated reference
5 associated with a specific display component to the viewer
6 from the television service provider;

7   automatically selecting an abbreviated reference via the
8 computing platform at a viewer location in accordance with the
9 viewer profile;

10   requesting at the viewer location a preferred display
11 component associated with the abbreviated reference from the
12 television service provider; and

13   transmitting the preferred display component from the
14 television service provider to the viewer location.

1 8.   (Original) The method of Claim 6, further comprising the steps
2 of:
3   receiving viewer demographic information; and
4   generating the viewer profile according to the viewer
5 demographic information.

1 9.   (Original) The method of Claim 8, further comprising the step
2 of providing a demographic template to the viewer to receive the
3 viewer demographic information.

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1   10.   (Original) The method of Claim 6, wherein the viewer profile

2   contains demographic categories corresponding to input options

3   comprising:

4   an age option;

5   a race option;

6   a gender option;

7   a marital status option;

8   an educational level option;

9   a sexual preference option; and,

10   income level.

1   11.   (Currently Amended) A method performed on a computing platform

2   for providing functionality associated with an apparatus for

3   customizing television content , the method comprising:

4   storing a viewer profile in a profile database at a viewer

5   location;

6   transferring the viewer profile from the viewer location to a

7   television service provider;

8   accessing the viewer profile transferred to the television

9   service provider at a television service provider location and

10   supplemental data provided by the television service provider,

11   wherein the television service provider accesses the viewer profile

12   and supplemental data;

13   selecting a preferred display component in accordance with the

14   viewer profile and supplemental data at the television service

15   provider location, wherein the television service provider selects

16   the preferred display component, and the preferred display

17   component is operable to target a particular viewer relative to

18   other viewers;

19   transferring a television signal from the television service

20   provider location to each viewer location;

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21   transferring the preferred display component from the
22 television service provider location to the viewer location of a
23 particular viewer associated with the viewer profile; ~~and~~
24   processing the preferred display component for viewer
25 consumption; and
26   integrating the received television signal and the preferred
27 display component for combined display to a viewer.

1 12. (Original) The method of Claim 11, further comprising the
2 steps of:
3   receiving viewer demographic information; and
4   generating the viewer profile according to the viewer
5 demographic information.

1 13. (Original) The method of Claim 12, further comprising the step
2 of providing a demographic template to the viewer to receive the
3 viewer demographic information.

1 14. (Original) The method of Claim 11, wherein the viewer profile
2 contains demographic categories corresponding to input options
3 comprising:
4   an age option;
5   a race option;
6   a gender option;
7   a marital status option;
8   an educational level option;
9   a sexual preference option; and,
10   income level

1 15. (Currently Amended) The method of Claim 11, ~~further comprising~~
2 wherein:

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3   the step of transferring the viewer profile <u>from</u> <u>the viewer</u>

4   <u>location to a television service provider transfers</u> less than all

5   of the information contained within the viewer profile <u>from</u> <u>the</u>

6   <u>viewer location</u> to the television service provider.

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16.   (New) <u>The</u> <u>apparatus</u> <u>of</u> <u>claim</u> <u>1,</u> <u>wherein:</u>

2   <u>said</u> <u>overlay</u> <u>operate</u> <u>to</u> <u>integrate</u> <u>said</u> <u>decoded</u> <u>television</u>

3   <u>signal</u> <u>and</u> <u>said</u> <u>preferred</u> <u>display</u> <u>component</u> <u>for</u> <u>display</u> <u>via</u> <u>a</u>

4   <u>display</u> <u>device</u> <u>by</u> <u>displaying</u> <u>said</u> <u>decoded</u> <u>television</u> <u>signal</u> <u>in</u> <u>a</u>

5   <u>first</u> <u>display</u> <u>area</u> <u>and</u> <u>said</u> <u>preferred</u> <u>display</u> <u>component</u> <u>in</u> <u>a</u> <u>second</u>

6   <u>display</u> <u>area.</u>

1   17.   (New) <u>The</u> <u>apparatus</u> <u>of</u> <u>claim</u> <u>1,</u> <u>wherein:</u>

2   <u>said</u> <u>supplemental</u> <u>data</u> <u>extractor</u> <u>is</u> <u>coupled</u> <u>to</u> <u>said</u> <u>television</u>

3   <u>tuner/decoder</u> <u>to</u> <u>extract</u> <u>said</u> <u>supplemental</u> <u>data</u> <u>from</u> <u>said</u> <u>decoded</u>

4   <u>television</u> <u>signal.</u>

1   18.   (New) <u>The</u> <u>method</u> <u>of</u> <u>claim</u> <u>6,</u> <u>wherein:</u>

2   <u>said</u> <u>step</u> <u>of</u> <u>integrating</u> <u>the</u> <u>received</u> <u>television</u> <u>signal</u> <u>and</u>

3   <u>the</u> <u>preferred</u> <u>display</u> <u>component</u> <u>for</u> <u>display</u> <u>displays</u> <u>the</u> <u>decoded</u>

4   <u>television</u> <u>signal</u> <u>in</u> <u>a</u> <u>first</u> <u>display</u> <u>area</u> <u>and</u> <u>the</u> <u>preferred</u> <u>display</u>

5   <u>component</u> <u>in</u> <u>a</u> <u>second</u> <u>display</u> <u>area.</u>

1   19.   (New) <u>The</u> <u>method</u> <u>of</u> <u>claim</u> <u>6,</u> <u>wherein:</u>

2   <u>said</u> <u>step</u> <u>of</u> <u>receiving</u> <u>supplemental</u> <u>data</u> <u>from</u> <u>a</u> <u>display</u>

3   <u>component</u> <u>database</u> <u>extracts</u> <u>the</u> <u>supplemental</u> <u>data</u> <u>from</u> <u>the</u>

4   <u>television</u> <u>signal.</u>

1   20.   (New) <u>The</u> <u>method</u> <u>of</u> <u>claim</u> <u>11,</u> <u>wherein:</u>

2   <u>said</u> <u>step</u> <u>of</u> <u>integrating</u> <u>the</u> <u>received</u> <u>television</u> <u>signal</u> <u>and</u>

3   <u>the</u> <u>preferred</u> <u>display</u> <u>component</u> <u>for</u> <u>display</u> <u>displays</u> <u>the</u> <u>decoded</u>

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4   television signal in a first display area and the preferred display
5   component in a second display area.

21.   (New) The method of claim 11, wherein:
      said step of transferring the preferred display component from
the television service provider location to the viewer location
extracts the preferred display component from the television
signal.

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